

REMARKS

Claims 1-27 are active within the present case of which claims 12-27 have been previously withdrawn from consideration pursuant to an election in response to a restriction requirement. Claims 1-11 stand rejected under 35 USC 102 in view of US Patent No. 6,415,307 issued to Jones et al. (hereinafter referred to as Jones). In response, Applicant respectfully traverses the Examiner's rejections and have added additional claims 28 – 31. No new subject matter has been improperly introduced with these new claims.

The system of Jones relates to a publication viewing system in which a user is presented an image of a single page of a publication on one half of the screen and the text from a selected article on the other half of the screen. The purported purpose is so that the user may view the "placement" of the article and not just its text. (see Column 2, lines 11-24).

The Examiner asserts that Jones identically discloses every feature recited in claim 1. Applicant respectfully disagrees with the Examiner's conclusions for the reasons provided below. Claim 1 requires recording object location, time information and marketing information. In particular "time information", as used within the present patent application is described on pages 6 and 7 of the specification. The "time data" that is recorded is such that the use of a grid can be used to record the placement of an object as a function of time in a video. Ultimately, when the user selects an item, the present system searches the grid coordinates as a function of program time. (See page 7, lines 8-15). Applicant urges that Jones does not disclose the recording of "time information" as meant in claim 1 when interpreted in light of the specification. In contrast, Jones displays static pages wherein the location of an article is fixed within an image. As a result, Jones does not need, use or record "time information" as required by claim 1.

Applicant also urges that Jones does not disclose "marketing information" as recited in claim

1. The Examiner contends that Jones allows a user to search for a company name and that this

somehow is identical to the "marketing information" recited in claim 1. At page 13 of the original specification, for example, product or marketing information is described as including such things as distributor, price, stores, vendor web sites, etc. Applicants urge that the additional information that Jones allows users to link to is unrelated to "marketing information" as meant in claim 1.

Additionally, claim 1, requires that the retrieval of the marketing information be based in part on said object location. Even if the information identified by the Examiner in Jones could somehow be considered "marketing information", Jones fails to retrieve this information based on location as required by claim 1. In Jones, an image is displayed from which the a user can select an article. The text from this article is displayed with some words highlighted or otherwise marked. Within the text display section, some of these highlighted words can be selected by the user for additional information. Thus, in Jones, retrieval of additional information is predicated upon the existence of a defined link to a word (or phrase) in the textual display section. Retrieval is not based on the location of an object, as required by claim 1.

Applicant urges that for the reasons stated above, Jones does not identically disclose each and every feature recited in claim 1 and, therefore, does not provide the factual basis to support a rejection under 35 USC 102. Accordingly, reconsideration and withdrawal of the rejection of claim 1 are respectfully requested.

The Examiner asserts that Jones identically discloses each and every feature of claims 2-11. For reasons similar to those presented above, Applicant respectfully disagrees. In particular, the Examiner contends that Jones allows a user to search for a company name and that this somehow is identical to the "marketing information" recited in claim 2. At page 13 of the original specification, for example, product information is described as including such things as distributor, price, stores, vendor web sites, etc. Applicants urge that the additional information that Jones allows users to link to is unrelated to "marketing information" as meant in claim 2.

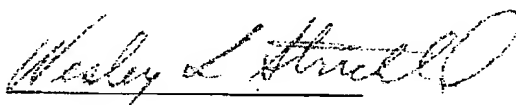
Applicant urges that for the reasons stated above, Jones does not identically disclose each

and every feature recited in claim 2 and, therefore, does not provide the factual basis to support a rejection under 35 USC 102. Accordingly, reconsideration and withdrawal of the rejection of claim 2 are respectfully requested. Because claims 3-11 depend from claim 2 and inherently include every limitation within claim 2, Applicant urges that Jones does not anticipate these claims either and respectfully requests reconsideration and withdrawal of the rejection of claims 3-11.

In addition to the above remarks, Applicant has presented new claims which include additional distinguishing features over Jones and the other prior art of record.

In view of the above remarks and amendments, Applicants believe that claims 1-11 and 29-31 are in condition for allowance and respectfully request passage of this case to issuance. However, if for any reason the Examiner should consider this application not to be in condition for allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action. Applicant recognizes that an extension of time is needed in conjunction with submittal of this paper and petitions for the required extension of time and has submitted herewith, payment authorization for the extension of time.

Respectfully Submitted,



Wesley L. Strickland

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